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CONSUMER TIME

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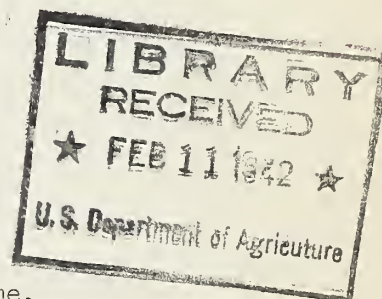
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Produced by Consumers' Counsel Division of the Department of Agriculture,
and presented in cooperation with Defense and non-Defense agencies
of the United States Government working for consumers.

ooooooo .

1. ANNOUNCER: This is CONSUMER TIME.
2. SOUND: CASH REGISTER - CLOSE DRAWER
3. NANCY: That's your money buying food.
4. SOUND: CASH REGISTER
5. GUNNAR: That's your money paying for a home.
6. SOUND: CASH REGISTER
7. NANCY: That's your money buying clothes and the thousands of
other things you need.
8. GUNNAR: That's you . . paying for these things . . money out
of your pockets.
9. SOUND: CASH REGISTER - CLOSE DRAWER



10. ANNOUNCER: CONSUMER TIME today brings you facts that will make your pennies and dollars go farther and buy you more of the things you need. This program is produced by your Consumers' Counsel in the Department of Agriculture, and is presented in cooperation with Defense and non-Defense agencies of the United States Government working for consumers.

And here today are your Consumer reporters - Nancy Ordway ---

11. NANCY: Reporting on community gardens.

12. ANNOUNCER: And Gunnar Jagdmann ---

13. GUNNAR: How to make your tires last longer.

14. ANNOUNCER: And also I'd like to present our young inquiring consumer who's learning to spend her pennies wisely - that thrifty housewife - Mrs. Evelyn Freyman.

15. FREYMAN: And I'd like to present the man who earns the pennies I'm learning to spend - my husband, David Freyman.

16. DAVID: Hello, everybody.

17. FREYMAN: (SOTTO) Darling - straighten your tie.

18. DAVID: (SOTTO) This isn't television - is it?

19. GUNNAR: Welcome to CONSUMER TIME, Mr. Freyman. We've all heard a lot about you.

20. DAVID: I'll bet you have! I was listening in last Saturday when Evelyn told that story about me using the carpet beater for a baseball bat.
21. GUNNAR: Well, we're going to give you a chance today to speak up for yourself. That is - all on the subject, of course. If you have anything to say about cars and tires ---
22. DAVID: I certainly have!
23. FREYMAN: Now, David ---
24. GUNNAR: You own a car?
25. DAVID: If you can call it that. I didn't intend to buy one, but my wife insisted ---
26. FREYMAN: David - you know you wanted it. You said that if we didn't get one now we probably never would.
27. DAVID: Well, I never would have gotten such an old jalopy if I'd known about the tire situation.
28. GUNNAR: I take it yours is not a 1942 model.
29. DAVID: I think it's 1492. Why, our first time out in it - just driving home from the car lot ---
30. SOUND: FIDE IN JALOPY.
31. DAVID: (ON CUE) Car owners! Isn't it wonderful, honey? How do you feel?

32. FREYMAN: Like Mrs. Astorbilt . . . David - look! There's
Mother Miles!
33. DAVID: Where?
34. FREYMAN: There - crossing the street. Beep the horn.
35. SOUND: HORN - WITH A DEFINITE HONK.
36. FREYMAN: Yoo-hoo! Mother Miles ---!
37. SOUND: CAR SCREECHING TO SUDDEN STOP. WHINE OF RUBBER TIRES.
38. FREYMAN: Oooh!
39. DAVID: We nearly hit that car! The next time you tell me to
look at anything ---!
40. MOTHER M: (FADING IN) Well, hello there! So this is the new
car!
41. FREYMAN: Mm-hm. How do you like it?
42. MOTHER M: Fine, but it won't stay new very long - if you slam
on the brakes like that.
43. DAVID: That was Evelyn's fault.
44. FREYMAN: Why, you --- !
45. DAVID: Climb aboard, Mother Miles. We'll ferry you home.
46. SOUND: HORNS START BEEPING, OFF MIKE.

47. MOTHER H: You'll wear out your tires - stopping so short.

48. DAVID: Hurry up! We're stopping too long.

49. SOUND: CAR DOOR SLAMMED SHUT. FORD MOTOR TRYING TO START.
TURNING OVER, COUGHING. HORNS, OFF HORN, MORE
INSISTENT.

50. FREYMAN: David - go on ----!

51. DAVID: What do you think I'm trying to do?

52. FREYMAN: But we're tying up traffic - in both directions!

53. SOUND: MOTOR STARTS. CAR STARTS WITH A JERK

54. DAVID: There. Now once we get across this street ---

55. SOUND: LOUD EXPLOSION.

56. DAVID: Holy cats!

57. FREYMAN: Are they shooting at us?

58. DAVID: Worse than that. We've got a blowout!

59. SOUND: LOUDER BEEP OF HORNS. THEN FADE.

(PAUSE)

60. DAVID: Imagine - a blowout! That means something, these
days - when a fellow can't buy new tires.

61. GUNNAR: I'm afraid you're due for some more blowouts - if you keep on making those jack-rabbit starts, and trying to stop on a dime.
62. FREYMAN: So Mrs. Miles was right - it does hurt tires.
63. DAVID: Aw, that little bit of rubber ---
64. GUNNAR: That little bit of rubber adds up to quite a lot, when you consider all the starts and stops you make. And then - the rubber you wear off on speedy turns.
65. DAVID: You needn't worry about us speeding.
66. GUNNAR: No chance of your going sixty?
67. DAVID: Hardly any chance of our going thirty-five.
68. GUNNAR: Then that's one point in your favor.
69. FREYMAN: You mean - we're apt to live longer?
70. GUNNAR: Yes, and your tires, are apt to live longer,--too.
71. DAVID: Now, listen - just because they're so old ---
72. GUNNAR: Even if they were brand new, they'd last twice as long at ~~thirty~~ thirty-five miles an hour as they would at sixty.
73. DAVID: Hey, you can't feed me that!
74. FREYMAN: David!

75. DAVID: But that's ridiculous - tires lasting twice as long at thirty-five as at sixty!
76. GUNNAR: Still - it's true.
77. FREYMAN: You'd better listen to Gunnar, Honey. He knows what he's talking about.
78. DAVID: Yeah?
79. GUNNAR: Well, all this past week I've been getting the facts from Government experts. They say that if you follow these rules, you won't only save wear on tires but make your car last longer too.
80. DAVID: Well, can you tell me any other ways to save wear --- besides careful starting and stopping, and cutting out high speeds.
81. GUNNAR: Well, you probably know that you should avoid hitting curbs, and road holes, and rocks and so forth ---
82. DAVID: Yeah - I know things like that can cause blowouts.
83. GUNNAR: Right. They're apt to break the cords in the tire. And by the way, what did you do for that blowout of yours?
84. DAVID: Fixed it up with a blowout patch.
85. GUNNAR: Well, that's all right for an emergency, but don't you think you'd better have that tire vulcanized.

86. DAVID: Oh, it can wait.
87. GUNNAR: But the longer it waits, the worse it may get - till the damage is past the point where it can be fixed. The experts say it's always a good idea to have breaks and cuts vulcanized as soon as possible.
88. DAVID: Yeah - that's a good suggestion. Anything else that will make my tires last longer?
89. GUNNAR: Well, have you checked your wheel alignment?
90. DAVID: Wheel alignment! What's that got to do with tires?
91. GUNNAR: More than you'd think. One tire a half inch out of line will be dragged sideways eighty seven feet in every mile. That leaves a good deal of rubber on the road.
92. DAVID: Say - I'd better have those wheels checked.
93. GUNNAR: Better check your air pressure too - Tires wear better when they're kept pumped up about once a week. And switch them around every now and then. You know - front tires onto the back wheels -
94. DAVID: How often should I switch them?
95. GUNNAR: About every five thousand miles.
96. DAVID: Five thousand! That car should live so long!

97. GUNNAR: It might - if you take care of it.
98. DAVID: And just how would you suggest ---?
99. GUNNAR: Don't drive it.
100. DAVID: Hey ---!
101. GUNNAR: (LAUGHING) I'm serious. That's the best advice I can give any car owner right now - avoid driving your car except when absolutely necessary. Cut down on joy rides.
102. FREYMAN: But that's what we got the car for - to ride in.
103. GUNNAR: Do ride in it - if you have to - for shopping, or getting to work. But even for important trips you'd better double up with your neighbors. It's a waste of tires and gas and oil - using several cars when one will do.
104. FREYMAN: But Gunnar ---
105. DAVID: Who was it said - "Better listen to him, honey. He knows what he's talking about" ---?
106. FREYMAN: I'm beginning to be sorry I brought you here.
107. DAVID: Not me. I may be able to make that jalopy last for the duration - if I can remember all those suggestions Gunnar gave me.

108. FREYMAN: Maybe they have a Tips card on tires.
109. DAVID: A Tips card ---?
110. FREYMAN: You know, darling - those little three-by-five cards I keep for reference in my household file ---
111. DAVID: Oh, yeah - Consumer Tips. They give pointers on different things, don't they? How to buy, so you get the most for your money ---
112. GUNNAR: And how to use things to make them last longer. We have prepared a card like that on tires, and you can get a copy of it by just writing in to the Consumers' Counsel - Department of Agriculture - Washington, D.C.
113. DAVID: Evelyn - did you catch that address?
114. FREYMAN: They'll repeat it for us - later in the program. Won't you, Nancy?
115. NANCY: (COMING ON MIKE) Indeed we will - so you'll know where to write for Gunnar's tips on tires.
116. FREYMAN: And your tips on gardening.
117. NANCY: Sorry, but I don't have a Consumer Tips card to give away on community gardens. Guess you'll just have to tuck these facts away in your head.

118. DAVID: Well, one fact I'd like to know is what you mean by "community gardens." Do you mean that everybody in the community should have gardens, or that they should all have one garden together, or ---
119. NANCY: Well, by "community gardens" we do mean one together -- where many families cooperate in raising vegetables ---
120. FREYMAN: What about flowers?
121. DAVID: I've always told you vegetables are more important than flowers. (LAUGHS) You know, Miss Ordway -- Evelyn doesn't know the difference.
122. FREYMAN: Now, darling -- you needn't tell that story.
123. DAVID: Well, if you can tell on me and the rug beater, I guess I can tell about you and your little yellow flowers.
124. NANCY: Little yellow flowers ---?
125. DAVID: Yeah. It was one day last summer. Evelyn came in from the yard all excited ---
- (PAUSE)
126. FREYMAN: (FADING IN) Oh, David -- I just picked the loveliest bouquet of little yellow flowers.
127. DAVID: Swell. What kind, honey?

128. FREYMAN: I don't know. They were growing way out by your vegetable patch. I don't even remember planting any flowers out there.
129. DAVID: Huh? Where did you say they were growing?
130. FREYMAN: Out by your vegetables.
131. DAVID: Evelyn -- what did they look like?
132. FREYMAN: Ouch! Don't grab my arm like that!
133. DAVID: What did they look like?
134. FREYMAN: Oh, not so much, really, but they'll make a nice centerpiece.
135. DAVID: How small were they? Did they have any leaves?
136. FREYMAN: Sure -- plenty of leaves -- sort of droopy, like daisy leaves, only bigger. And the flowers were very tiny -- like little yellow stars --
137. DAVID: Where are they?
138. FREYMAN: I told you. Out by your vege---
139. DAVID: I mean now. Where did you put them?
140. FREYMAN: (TURNING OFF) Why, right out here in the kitchen.
(COMING ON) You see, I was just about to ---
141. DAVID: Yeow! Little yellow flowers!

142. FREYMAN: What's the matter?
143. DAVID: Tomato blossoms! That's what you've picked!
144. FREYMAN: David!
145. DAVID: My beautiful tomato plants!
146. FREYMAN: (FADING) Well, how was I to know ---?
- (PAUSE)
147. DAVID: (FADING IN) Can you imagine, Miss Ordway - anybody being so dumb ---?
148. NANCY: Well, I'm afraid a lot of us town and city dwellers are pretty dumb when it comes to gardening.
149. DAVID: But if people like that are going to be tending the war gardens ---
150. NANCY: That was just the trouble in the last war. People like that often did tend the gardens, and we made a great many mistakes. This time we're going to try to see that the people who do the gardening are the people who know how. And if they don't know how, we're going to train them.
151. FREYMAN: But I'd really rather grow flowers.

152. NANCY: All right then - grow flowers. We're going to need those too - for hospitals, and to keep up morale. The British say that there's no more heartening sight when they come out of an air-raid shelter than a lilac bush still in bloom.
153. DAVID: But I thought these gardens were for growing food we need.
154. NANCY: They are. Vegetables and fruits come first in importance for victory gardens.
155. DAVID: Then I should think we ought to plough up our lawns and flower beds and plant vegetables.
156. NANCY: No - that's one of the mistakes we made in the last war.
157. DAVID: What's the matter with it?
158. NANCY: Well, most of the land that makes up the front yards and back yards of this country isn't particularly good for growing vegetables. Most of it's clay that was dug out of the basement. No good for growing.
159. DAVID: Say, that's right. Not much top soil.
160. NANCY: Not enough to waste vegetable seeds on - especially now, when they're so precious.
161. DAVID: Is there a shortage on seeds?

162. NANCY: Not really a shortage. But we used to import a lot of our seeds from Europe. Now we must grow our own. Last year the weather was unfavorable in some sections - so we must use our seeds carefully.
163. FREYMAN: So that's why the Government's urging community gardens. And of course there should be a garden on every farm.
164. NANCY: They're urging home gardens too - for people who have enough good soil for them. But for suburban and city dwellers they're recommending community gardens - in available vacant lots.
165. FREYMAN: Who will decide that?
166. NANCY: Well, the Civilian Defense Council in each town will appoint someone to head the local Victory Garden Program. Someone who really knows gardening - who can decide just which crops are most practical, and get all the tools in the neighborhood together, and organize the people so each one is doing the job he does best.
167. DAVID: Well, what jobs would there be - besides planting cultivating and picking?
168. NANCY: Oh, weeding - and trucking - and tool repair - and storage - and canning ---
169. FREYMAN: Canning! I can help with that.

170. NANCY: Sure you can. There ought to be a job for everyone.
171. DAVID: But what I want to know is - who gets the vegetables?
172. NANCY: Well, there are several ways of arranging that. You can either divide them up among the workers - or use them for school lunches, or canning for emergency. Either way, you'll be adding dollars to your income - and winning the three Vs.
173. DAVID: The three Vs?
174. NANCY: Vegetables - for vitality - for victory. That's the slogan of the Victory Garden Program.
175. DAVID: Vegetables - for vitality - for victory.
176. NANCY: Ma-hm. And now, I believe, we're to get another view of food - from our Consumers' Counsel, Donald Montgomery.
177. MONTGOMERY:

178. FREYMAN: Well, thanks for that suggestion, Mr. Montgomery.
179. DAVID: From me too. You know, I often listen in to these talks of yours, and there's almost always some idea that Evelyn and I can use to save money.
180. MONTGOMERY: Glad we can be of service, David. That's what CONSUMER TIME is for. And I hope you'll be listening next week, when Nancy here reports on —
181. NANCY: Saving power for war.
182. MONTGOMERY: And Gunnar —
183. GUNNAR: Saving metal for victory.
184. FREYMAN: Metal and electricity — for next Saturday's program. And now, Nancy — how about that Consumer Tips card on tires?
185. NANCY: Get your pencil ready to jot down the directions. Our announcer, , will tell you just where to send for it.
186. ANNOUNCER: Ready?
187. DAVID: Shoot.
188. ANNOUNCER: Write to — Consumers' Counsel — Department of Agriculture — Washington, D. C. Tell us you want the Tips on tires — and be sure to give us your own name and address and the call letters of the station

to which you're listening.

189. DAVID: Don't I have to send any money?

190. ANNOUNCER: Not a penny. We're saving you money.

191. DAVID: And I write to: Consumers' Counsel - Department of Agriculture - Washington, D.C.

192. ANNOUNCER: That's it - and we'll send you your copy of the Consumer Tips on tires - with all those valuable pointers Gunnar told you about, to make them last longer.

Next week, CONSUMER TIME will bring you more important facts from your Consumers' Counsel in the Department of Agriculture - in cooperation with Defense and non-Defense agencies of the United States Government working for consumers.

Heard on today's program were Evelyn Freyman, Gunnar Jagdmann, Nancy Ordway, Whit Vernon, Nell Fleming and your Consumers' Counsel - Donald Montgomery.

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